

UNIVERSITY TEKNOLOGI MARA

**FACTORS THAT ENCOURAGE
STUDENTS' INVOLVEMENT IN
ENTREPRENEURSHIP:
A STUDY AT UITM SHAH ALAM**

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AUTHOR'S DECLARATION

I declare that the work in this academic dissertation was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

It has always been the awareness of our government to encourage entrepreneurship and new venture in business as a purpose to improve economic growth for the nation and creating jobs to help solving the problem of unemployment. The purpose of this study is to identify the factors that encourage students' involvement in entrepreneurship among students in University Technology MARA (UiTM) Shah Alam. This study focuses on five main factors which is academic background, family background, entrepreneurial skills, personal attitude and support system. A set of questionnaires were distributed to students in UiTM Shah Alam who are the entrepreneurs. The questionnaires consist of four sections which is for Section A- Demographic, Section B- Background of Entrepreneurship, Section C- Factors that Encourage Students' Involvement in Entrepreneurship and Section D-Opinion on the efforts that should be taken by UiTM in order to attract students venture into entrepreneurship. The data collected through the questionnaires were analyzed using Statistical Product and Service Solutions (SPSS) software 20.0. First result shows that the main factor that encourages students' involvement in entrepreneurship is factor on personal attitude. Second result shows the efforts that should be taken by university to attract more students involve with entrepreneurship is by organizing entrepreneurship program, giving financial support; provide facilities, reducing or eliminating fees and giving appreciation.

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